Rep Order# 6863650 Ver# 1 Status New Traffic Order# EC'd Yes

Printed: 10/15/2012 11:56 AM Last Received: 10/15/2012 9:58 AM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station) .NRSC/HELLER Advertiser (

NRSC/HELLER **Product**

Estimate#

Buyer NEIL WILLIAMS

Phone# Fax#

) STRATEGIC MEDIA SVCS Agency 3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/17/2012 - 10/23/2012

Hiatus Weeks

Rep Firm

) PHILADELPHIA Sales Office (Salesperson () AMY MCCREARY

1 of 5

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW ORDER STARTS THIS WEEK PLSC CFM ASAP, LAURIE FOR AMY 10/15

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	 F	6A-7A	WAKE	:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
	2	M	6A-7A	WAKE	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	3	TU	6A-7A	WAKE	:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
	4	W	7A-9A	TODAY SHOW	:30	\$600.00	10/17-10/17	1	1	1	\$600.00	
	5	М	7A-9A	TODAY SHOW	:30	\$600.00	10/22-10/22	1	1	1	\$600.00	
	6	TU	7A-9A	TODAY SHOW	:30	\$600.00	10/23-10/23	1	1	1	\$600.00	
	7	M	11A-12P	RACHAEL SHOW	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	8	TU	11A-12P	RACHAEL SHOW	:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
	9	W	12P-1230I	P NEWS 3 AT NOON	:30	\$275.00	10/17-10/17	1	1	1	\$275.00	
	10	TH	12P-1230I	P NEWS 3 AT NOON	:30	\$275.00	10/18-10/18	1	1	1	\$275.00	
	11	TU	12P-1230F	P NEWS 3 AT NOON	:30	\$275.00	10/23-10/23	1	1	1	\$275.00	

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				Showing Daymies. An Lines								
Advertiser Product	KSNV-TV LAS VEGAS, NV. ().NRSC/HELLER NRSC/HELLER			Agency () 3299 K WASHI Agency C/P1/P2/F	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY							
Estimate# Buyer Phone# Fax#	NEIL WILL	NEIL WILLIAMS				7/2012 - 10/23/20	012	Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT Ln		Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
12		1230P-1P	AGENDA		:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
13	F	1230P-1P	AGENDA		:30	\$225.00	10/19-10/19	1	1	1	\$225.00	
14	М	1230P-1P	AGENDA		:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
15	W	1P-2P	DAYS OF LIVES		:30	\$275.00	10/17-10/17	1	1	1	\$275.00	
16	М	1P-2P	DAYS OF LIVES		:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
17	TU	1P-2P	DAYS OF LIVES		:30	\$275.00	10/23-10/23	1	1	1	\$275.00	
18	TH	2P-3P	DOCTORS		:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
19	М	2P-3P	DOCTORS		:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
20	TU	2P-3P	DOCTORS		:30	\$225.00	10/23-10/23	1	1	1	\$225.00	
21	W	3P-4P	DR PHIL		:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
22	F	3P-4P	DR PHIL		:30	\$300.00	10/19-10/19	1	1	1	\$300.00	
23	TU	3P-4P	DR PHIL		:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
24	TH	4P-430P	FIRST NEWS		:30	\$450.00	10/18-10/18	1	1	1	\$450.00	
25	F	4P-430P	FIRST NEWS		:30	\$450.00	10/19-10/19	1	1	1	\$450.00	
26	TU	4P-430P	FIRST NEWS		:30	\$450.00	10/23-10/23	1	1	1	\$450.00	
27	W	430P-5P	430P NEWS		:30	\$450.00	10/17-10/17	1	1	1	\$450.00	
28	F	430P-5P	430P NEWS		:30	\$450.00	10/19-10/19	1	1	1	\$450.00	

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KSNV-TV LAS VEGAS, NV. Rep Firm) STRATEGIC MEDIA SVCS Station Agency) .NRSC/HELLER 3299 K STREET NW SUITE #200 Sales Office (Advertiser () PHILADELPHIA NRSC/HELLER WASHINGTON, DC 20007 **Product** Salesperson () AMY MCCREARY Estimate# Agency C/P1/P2/E **Buver NEIL WILLIAMS** Flight Dates 10/17/2012 - 10/23/2012 Salesperson Phone# 215-568-6540 **Hiatus Weeks** Phone# Salesperson FAX# 215-568-1845 Fax# LTLen Rate Spots/Week # of Total Cost Ln Day Time Program Dates Total Daypart Weeks Spots _____ ____ ----430P NEWS :30 \$450.00 1 1 29 M 430P-5P 10/22-10/22 1 \$450.00 30 TH 5P-630P EARLY NEWS :30 \$900.00 10/18-10/18 1 1 1 \$900.00 1 1 31 TU 5P-630P EARLY NEWS :30 \$900.00 10/23-10/23 \$900.00 32 TH 630P-7P JEOPARDY :30 \$750.00 1 1 1 \$750.00 10/18-10/18 33 Μ 630P-7P JEOPARDY :30 \$750.00 10/22-10/22 1 1 1 \$750.00 1 34 TU 630P-7P **JEOPARDY** :30 \$750.00 10/23-10/23 1 1 \$750.00 35 7P-730P WHEEL-FORTUNE :30 \$750.00 10/17-10/17 1 1 1 \$750.00 1 36 F 7P-730P WHEEL-FORTUNE :30 \$750.00 10/19-10/19 1 1 \$750.00 37 Μ 7P-730P WHEEL-FORTUNE :30 \$750.00 10/22-10/22 1 1 1 \$750.00 1 38 W 730P-8P FACE TO FACE :30 \$450.00 10/17-10/17 1 1 \$450.00 1 1 39 F 730P-8P FACE TO FACE :30 \$450.00 10/19-10/19 1 \$450.00 40 TU 730P-8P FACE TO FACE :30 \$450.00 10/23-10/23 1 1 \$450.00 11P-1135P 3 NEWS @ 11 1 41 TH :30 \$775.00 10/18-10/18 1 1 \$775.00 1135P-1 1 1 42 W TONIGHT SHOW :30 \$275.00 10/17-10/17 \$275.00 1235A 1 1 43 TH 1135P-TONIGHT SHOW :30 \$275.00 10/18-10/18 1 \$275.00 1235A

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Station Advertise Product Estimate	er (KSNV-TV LAS VEGAS, NV. ().NRSC/HELLER NRSC/HELLER NEIL WILLIAMS			Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E					Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY					
Buyer Phone# Fax#					Flight Da Hiatus W	tes	10/17/2012 - 10/23/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845			
LT I	'n	Day	Time	Program			Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart	
	4	 F	1135P- 1235A	TONIGHT SHOW			:30	\$275.00	10/19-10/19	1	1	1	\$275.00		
4	:5	М	1135P- 1235A	TONIGHT SHOW			:30	\$275.00	10/22-10/22	1	1	1	\$275.00		
4	6	M	8P-10P	THE VOICE			:30	\$2,400.00	10/22-10/22	1	1	1	\$2,400.00		
4	.7	SA	11P-1135P	WKND LATE NEWS			:30	\$750.00	10/20-10/20	1	1	1	\$750.00		
4	.8	SU	11P-1135P	WKND LATE NEWS			:30	\$750.00	10/21-10/21	1	1	1	\$750.00		
4	.9	SA	6A-7A	NW3 AT SUNRISE			:30	\$225.00	10/20-10/20	1	1	1	\$225.00		
5	0	SA	7A-9A	SAT TODAY			:30	\$325.00	10/20-10/20	1	1	1	\$325.00		
5	1	SA	9A-930A	NEWS 3 TDY WKDN			:30	\$300.00	10/20-10/20	1	1	1	\$300.00		
5	2	SA	5P-630P	NEWS 3			:30	\$450.00	10/20-10/20	1	1	1	\$450.00		
5	3	SU	5P-630P	NEWS 3			:30	\$450.00	10/21-10/21	1	1	1	\$450.00		
5	4	SA	7P-8P	JEOP/WHEEL			:30	\$375.00	10/20-10/20	1	1	1	\$375.00		
5	5	SA	1130P-1A	SAT NITE LIVE			:30	\$750.00	10/20-10/20	1	1	1	\$750.00		
5	6	SU	6A-7A	NWS3 SUNRS WKND			:30	\$225.00	10/21-10/21	1	1	1	\$225.00		
5	7	SU	7A-8A	SUN TODAY			:30	\$500.00	10/21-10/21	1	1	1	\$500.00		
5	8	SU	8A-9A	MEET THE PRESS-SUN			:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00		
5	9	SU	9A-930A	NEWS3 TDY WKND			:30	\$250.00	10/21-10/21	1	1	1	\$250.00		

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Advertiser ().NRSC/HELLER Product NRSC/HELLER					Agency (3299 K WASH Agency C/P1/P2/	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY								
	Buyer NEIL WILLIAMS Phone#				Flight Dates Hiatus Weeks	Dates 10/17/2012 - 10/23/2012				Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	60	SU	930A-10A	CHRIS MATTHEWS		:30	\$375.00	10/21-10/21	1	1	1	\$375.00		
	61	SU	5P-830P	SUN NITE NFL		:30	\$8,000.00	10/21-10/21	1	1	1	\$8,000.00		
	62	SU	1130P-12	A SPORTS NIGHT		:30	\$200.00	10/21-10/21	1	1	1	\$200.00		

---REPORT TOTALS---

Report Totals: 62 / \$37,950.00

---SALES MONTHLY TOTALS---

Oct 12: 62 / \$37,950.00 Sales Totals: 62 / \$37,950.00 Station Totals: 62 / \$37,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$38,022 0 % KBLR 0 응 KINC 0 응 KLAS 0 % KSNV 99% CATV 0% 0% 0 % 0 % 0% KVVU KTNV KTUD KVCW KVMY

XXXX 0%

---COMPETITIVE COMMENTS---

EST. SHARES

Books NOV12 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE